

Sew what inc

Technology, Information Technology



1. Sew What, Inc.? owes its immense success to the effective utilization and embracing of information technology (Murphy, 2006). This is because, if it were not for information technology, today the business will never have expanded or known by numerous people globally (Murphy, 2006).

Consequently, having a whooping pool of clientele even in the regions where English is unknown. The business via information technology has managed to reach diverse clients for illustration the international rock icons and diverse concerts that normally prefer its products (Ismail & Mamat, 2012). Examples, which justify information technology's role in Sew What, Inc.?' success entail,

- i. During its onset in the market, information knowhow contributed to its credibility where numerous people were able to recognize it besides the business' products and services. Hence, gaining enormous clientele pool interested in drapers and other products it produced.
- ii. Owing to its intention to give the best of their products via the technological knowhow, clients were able to learn more regarding the business besides making contacts when they needed.
- iii. The business resulted to the idea launching its website in other languages besides English, which augmented their popularity globally.
- iv. Business' website contained adequate and detailed information about its merchandise, which enabled both the corporation and its clientele to operate effectively.
- v. Megan Duckett's knowledge regarding the essence of technological knowhow enabled the company to expand besides having effective operations (Murphy, 2006). This is evident in the way she embraced the

Dell's operations into her business.

vi. Technological knowhow has also yielded to decreased operation and performance costs thus enhancing effectiveness.

2.

It is irrefutable if Megan Duckett intends to dominate and attain enormous market share globally she has no alternative but to utilize technology effectively (Murphy, 2006). This entails ensuring the company has the capability of reinventing itself especially in monitoring what is new in the world of technology and implementing it, for effective services' delivery. However, the business ought to consider the cost and effectiveness of the information technology prior applying it. Assuming the position of management consultant, I will advise Megan Duckett to undertake the following:

- i. She must ensure that all the business' marketing assets are up to date, which entails training marketing personnel in all aspects of sales (Murphy, 2006). This is to ensure that the business is capable of containing stiff competition evident in the market presently.
- ii. Megan Duckett should also think of utilizing information technology especially in production and sales, which will aid in proper control besides record keeping (Murphy, 2006).
- iii. The business should take advantage of the current social sites (Orkut, Facebook, tweeter etc) besides blogging. This will ensure more interactions amid the people and the business management meant to know reactions of its clientele.
- iv. Additionally, Megan Duckett should utilize the feedback attained from the

client and other people to improve on the business' strategies (Murphy, 2006).

v. Megan Duckett besides specializing in drapery making, she should think of being a global provider of the same line materials to other corporations, which will yield to an increased market share (Murphy, 2006).

3.

Information technology usually enables small enterprise's processes become more efficient besides reducing production costs (Ismail & Mamat, 2012).

Hence, utilize information knowhow mainly for promoting itself besides expanding to reach other global clientele. It also enables small business utilize effectively and in an economical way the available resources, which will yield to more sales. Information technology's implementation by a small business enables it to unveil weaknesses inherent in its processes (Ismail & Mamat, 2012). For illustration, travel agency, this in most cases entails flights taking their clients to diverse regions and destinations. The illustrations depicting how travel agency can utilize information technology entail:

i. This is via storing and management of information regarding their clients so that if there is any need they can contact them.

ii. Information knowhow besides aiding the travel agency to unveiling its weaknesses, it also able in rectifying them in time meant to improve their services.

iii. Travel agency can utilize information technology to advertise their services especially regarding areas they usually ply and commute to attract more clients (Ismail & Mamat, 2012).

iv. Sometimes the corporation may decide to develop movies, slides or other visual tools meant to attract clients.

Reference

Murphy, L. (2006). Megan Duckett. *Live Design*, 40(9), 46-50.

Ismail, A., & Mamat, M. (2012). The relationship between information technology, process innovation and organizational performance.

International Journal Of Business & Social Science, 3(2), 268-274.